

Amendments to the Specification where added material is shown in underlined type, deleted material is shown in ~~strikeout type~~:

Please amend the specification as follows:

Please replace the paragraph starting on page 9, line 16, with the following amended paragraph:

It will be understood that creative assembly process 48 is executed by the advertising system software operated by advertising system processor 28. A memory is connected to the advertising system processor 28, the memory storing data and instructions for controlling the operation of the advertising system processor 28.